

ABSTRACT OF THE DISCLOSURE

Liquid coating compositions are disclosed having improved whiteness. The

5 compositions may comprise a polyester or alkyd polymer having copolymerized therein a toning amount of (A) a two-component colorant system comprising a blue toner dye and either a red or violet toner dye, or both; or (B) a single-component colorant system comprising a reddish-blue toner dye, optionally including one or more of the red or violet toner dyes.

10 This toner polymer can act as a surfactant or a stabilizer, and may be added prior to an emulsion polymerization, or may be used as an additive in water-borne or solvent-borne coating compositions.

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